



DEPARTMENT OF THE ARMY
HEADQUARTERS, 15TH REGIMENTAL SIGNAL BRIGADE
FORT GORDON, GEORGIA 30905-5729

REPLY TO
ATTENTION
OF:

ATZH-TB

11 July 2007

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Policy Letter 14: Solicitation

REFERENCES

- A. AR 210-7, Commercial Solicitation on Army Installations
 - B. USASC&FG Suppl1 to AR 210-7, 4 November 2002
 - C. AR 600-29, Fund-Raising within the Department of the Army
1. PURPOSE. This memorandum establishes guidelines of solicitation on military installations of all goods, services, and commodities by private organizations and businesses.
 2. BASIC POLICY
 - a. There will be absolutely **no solicitation** of the Soldiers and civilians within the 15th Regimental Signal Brigade area. Refer to AR 210-7, AR 600-29 and USASC&FG Supplement 1 to AR 210-7 for others.
 - b. Solicitation. The conduct of any private business, including the offering and sale of insurance on a military installation, whether initiated by the seller or the buyer is a privilege. Approved agents are issued a permit (FG Form 328) and should have it in their possession at all times while on the installation. This permit does not constitute Army sponsorship. Agent's applying/approved for solicitation permits are made aware of the regulations governing commercial solicitation on the installation and are responsible for compliance.
 - c. Solicitation is only conducted by prior specific appointment and in family quarters or other areas designated by major commanders. Soldiers and their dependents must be solicited individually.
 3. FORBIDDEN SOLICITATION PRACTICES
 - a. Solicitation of Soldiers during individual **advanced individual training (AIT)**.
 - b. Solicitation of "**mass,**" **group,** or "**captive**" audiences.

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- c. Door to door solicitation.
- d. Use of **commercial agents** (insurance, investment, finance etc) **as a participant in any military sponsored education or orientation program.**
- e. The "casual" presence of agents in units and office areas to obtain introductions or to make appointments.
- f. Distributing/displaying business reply cards or other type of "appointment" agents, or advertising/sales materials or literature of any kind for any company.
- g. DOD personnel acting as liaison with agents to arrange appointments.
- h. Distributing **advertising material, including menus of off-post establishments, is prohibited.**
- i. Using Government telephones for any purpose connected with commercial solicitation.
- j. Offering financial benefits or other valuable or desirable favors to military or civilian personnel to help or encourage sales transactions. This does not include advertising material for prospective purchasers (... normally with a value of \$1 or less.)
- k. Use of the "Daily Bulletin" or any other notice, official or unofficial, announcing the presence of an agent and his/her availability.
- l. Soliciting for the Combine Federal Campaign (CFC) **is prohibited if the practice involves compulsion, coercion, or actions that are contrary to the spirit of voluntary giving.** These actions include, but are not limited to: establishing personal dollar amounts and quotas or developing noncontributory lists, granting special favors, leaves or pass privileges. See AR 600-29 for additional guidance on fundraising in the Army.

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4. RESPONSIBILITIES:

a. Commanders at all levels will ensure forbidden solicitation practices are prohibited and the members of their command are aware of the contents of AR 210-7 with USASC&FG Supplement 1, and AR 600-29, Fund-Raising Within the Department of Army, dated 1 June 2001.

b. Violation of this policy memorandum by any 15th Regimental Signal Brigade Soldier or civilian provides a basis for disciplinary action under the Uniform Code of Military Justice or adverse administrative action.



FRANK G. PENHA
COL, SC
Commanding

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